



UK ALLY
graphic design



Aperture 2

In-Box Documentation

Designed a set of InDesign templates, for tutorial guides, to accommodate Apple's smaller, professional applications, software packaging. The templates were leveraged across software products and released to localizers for use worldwide.

Exploring Guide

Customized the template to include chapter dividers for a 132-page Aperture manual.

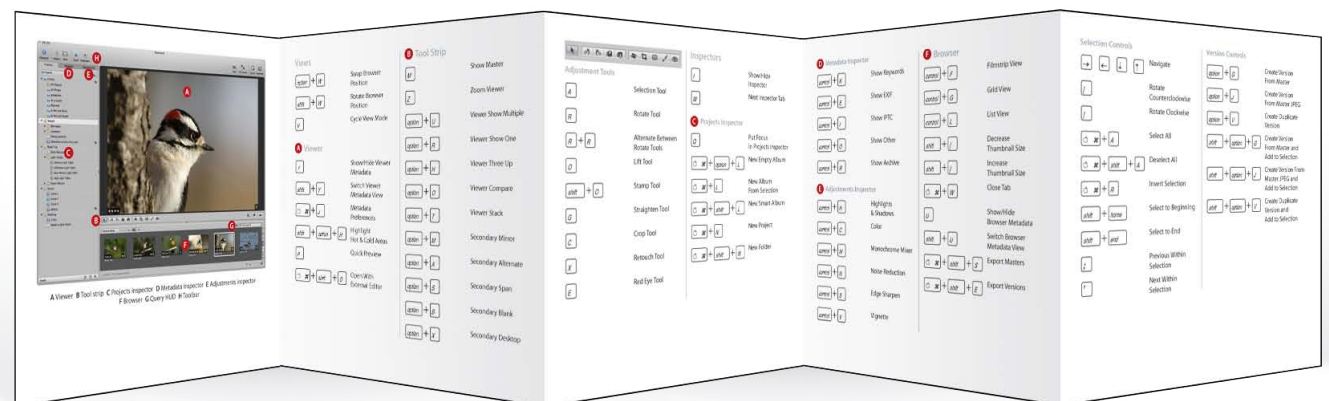
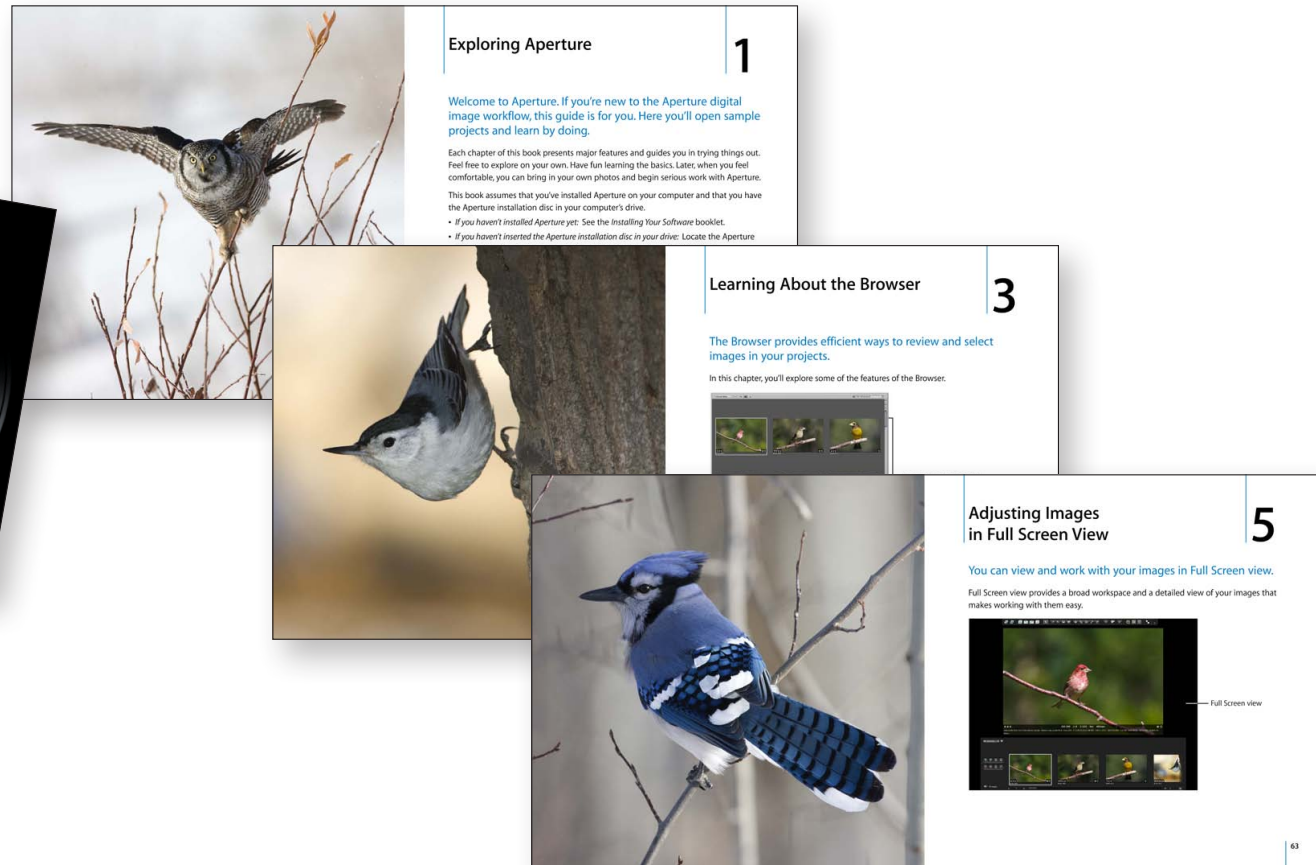
- Size: 125x125mm

Keyboard Shortcuts Card

Custom designed a 2-sided, 10-panel card, with an accordion fold.

- Size: 625 x 125 mm flat. Folds to 125x125mm

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ab@ukally.com
www.ukally.com



Help Library

Professional Applications

This website replaced 10,000 pages of print documentation and provided multiple output formats—HTML, PDF, and Help Viewer onscreen help.

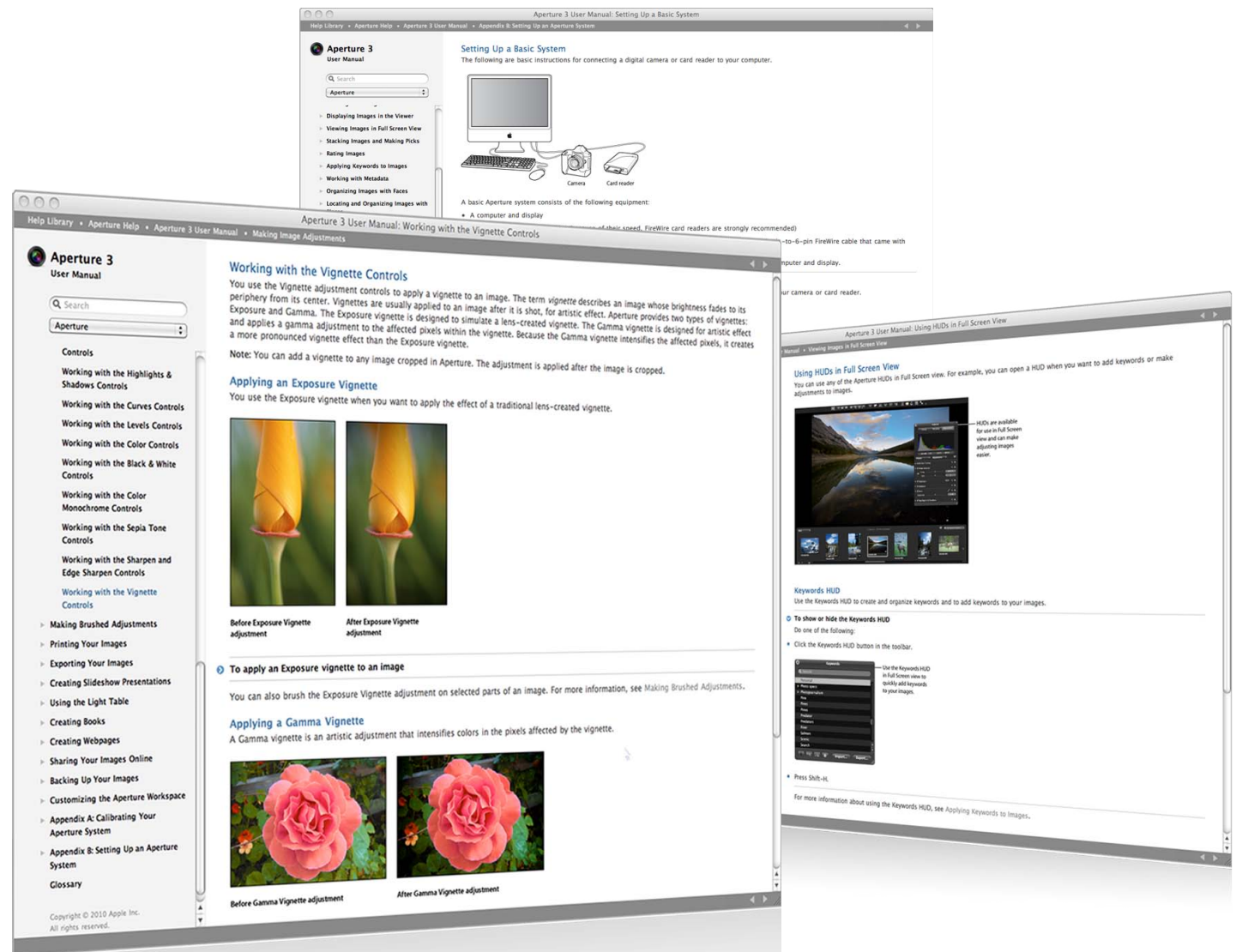
- Participated in a team effort to develop and define the project and site structure
- Analyzed competitor's help systems
- Designed and refined multiple approaches to site design and graphics treatments
- Participated in the development of a series of video tutorials
- Contributed to the production style guide
- Contributed to site development and testing process before launch

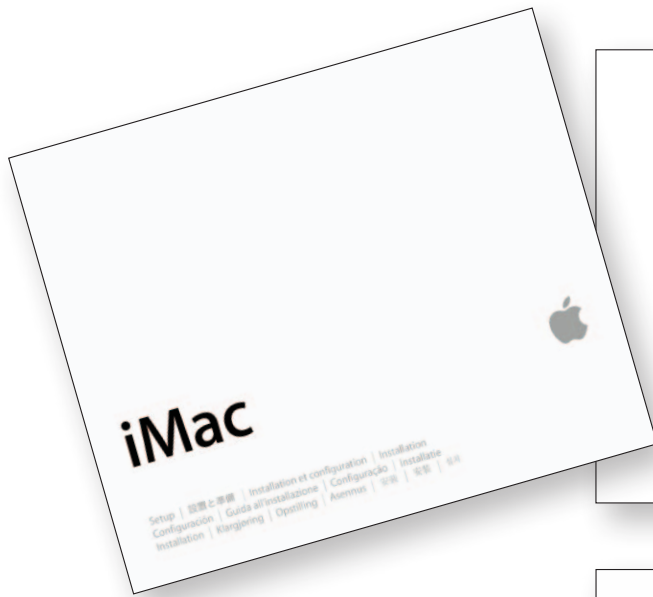
<http://www.documentation.apple.com>

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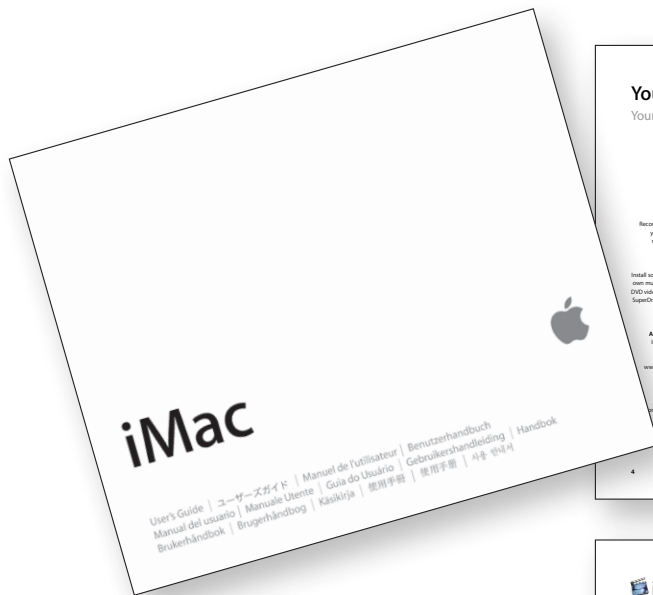
iMac G4

Wordless Setup Poster

Reduced worldwide operating costs by creating a visual instruction system for hardware setup documents, with no translation necessary. The design was leveraged across hardware products for iMac and eMac.

- Coordinated and directed product photography
- Reviewed color proofs to ensure accurate rendering of the final product
- Size: 18" x 15" flat. Folds to 7.5" x 9"





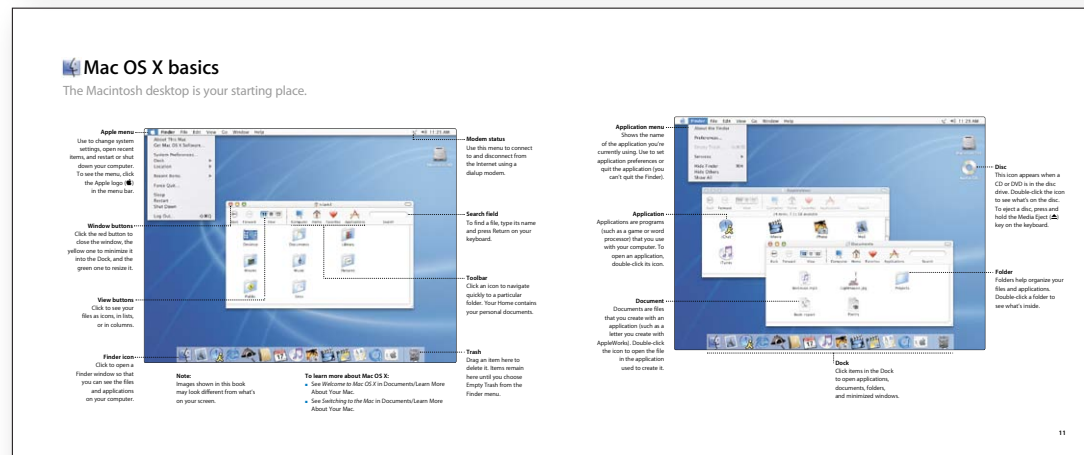
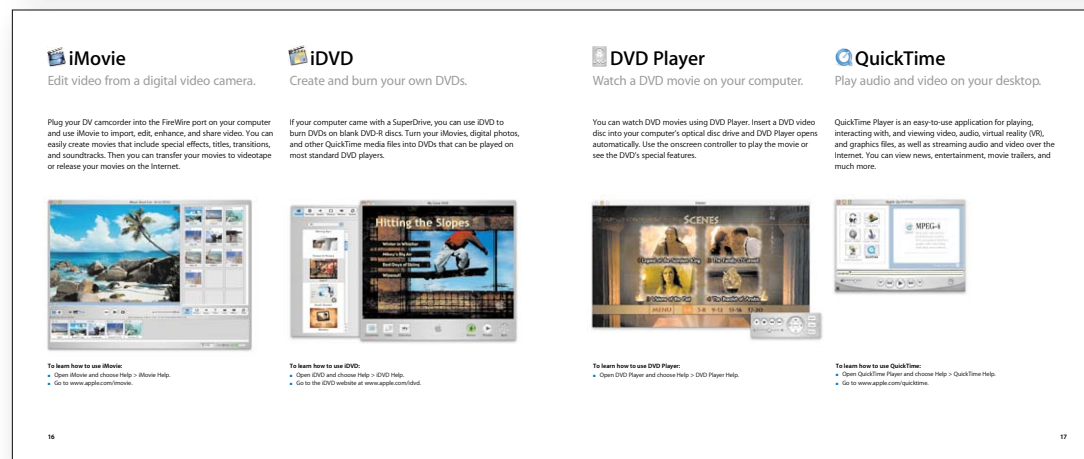
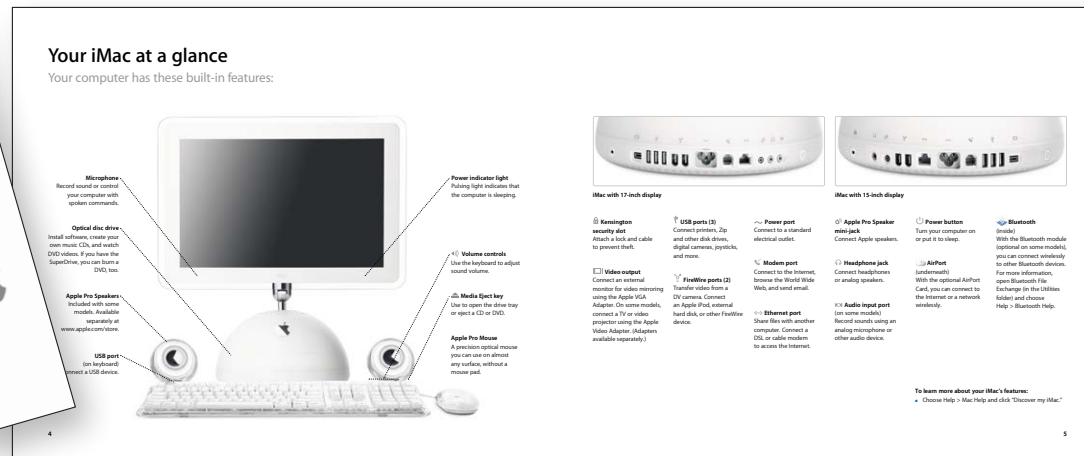
iMac G4

User's Guide

Collaborated with a product team to conceptualize a 34-page user manual. The highly visual, friendly format was aimed at new users.

- Designed and produced the book
- Coordinated and directed product photography
- Reviewed color proofs
- Size: 7.5" x 9"

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ab@ukally.com
www.ukally.com





Book Design

Apple Documentation

In 2003 the corporate font changed from Apple Garamond to Apple Myriad. Worked closely with the corporate identity team to conceptualize and implement a new design system for print documentation.

- Managed feature requests from the documentation teams
- Directed the creation of 10 FrameMaker templates and a production style guide
- Presented templates and guidelines to 2 documentation teams upon release
- Later, created a modified set of InDesign templates
- Size: 7.5"x 9", 6.5" x 5.5", and 125mm square

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ab@ukally.com
www.ukally.com

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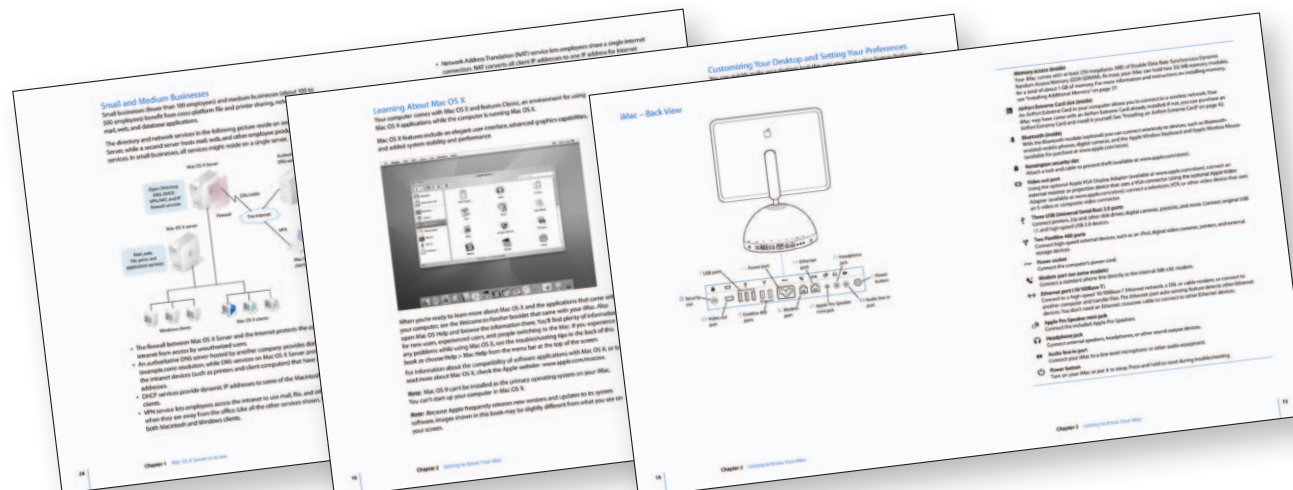
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Icons

Engineering Design Services

Designed these icons to represent individual groups within the Engineering Design Services Division of Apple Inc. They were used on an intranet site as well as for departmental presentations and communications.

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ab@ukally.com

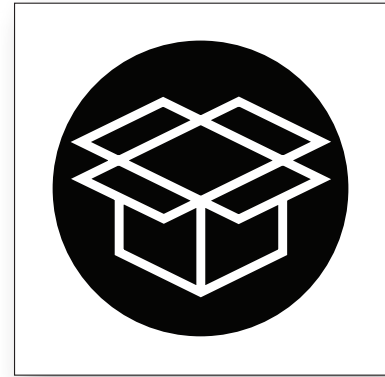
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Modeling Technologies



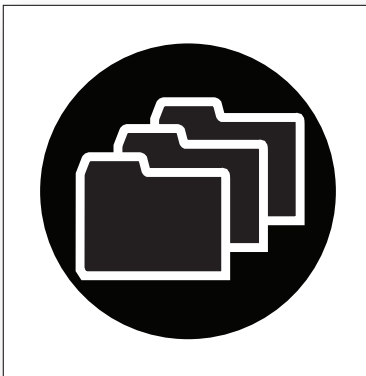
Apple Product Documentation



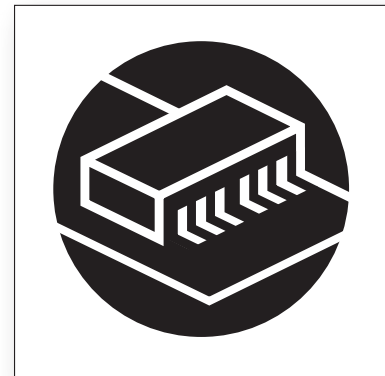
Packaging Engineering



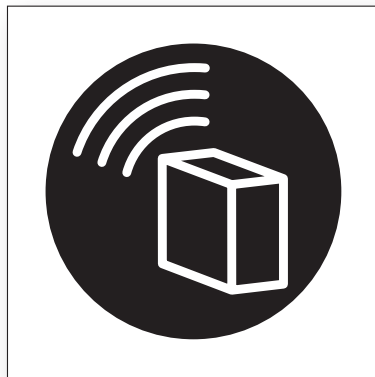
Acoustical Engineering



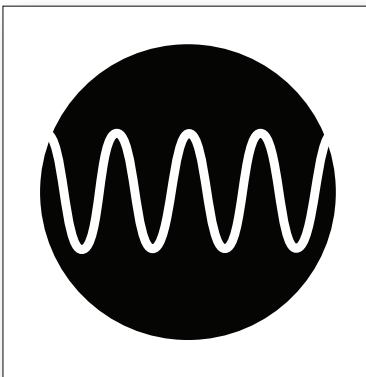
Engineering Information Systems



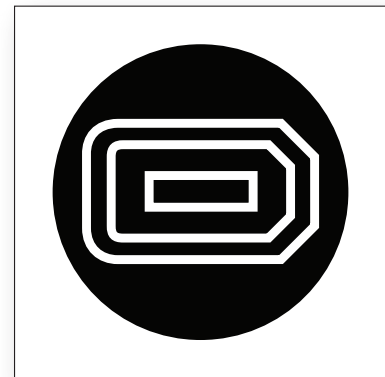
Parts Engineering



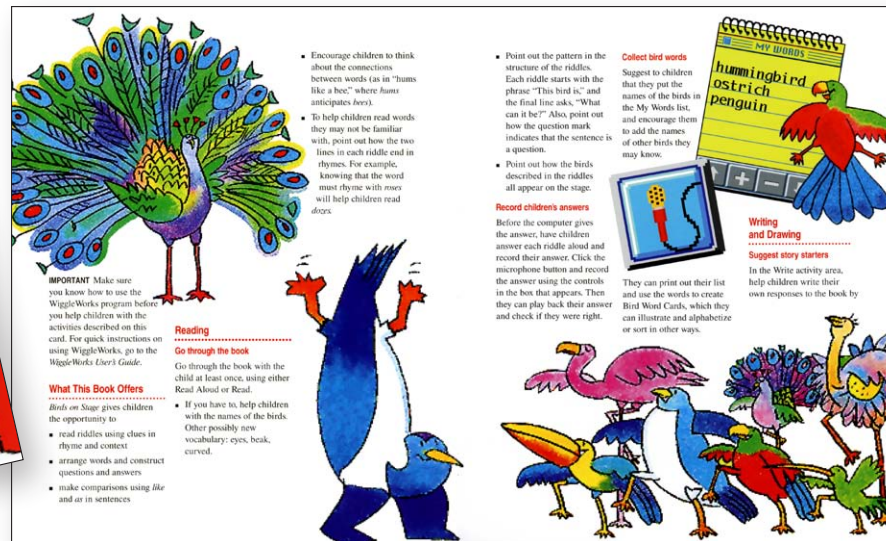
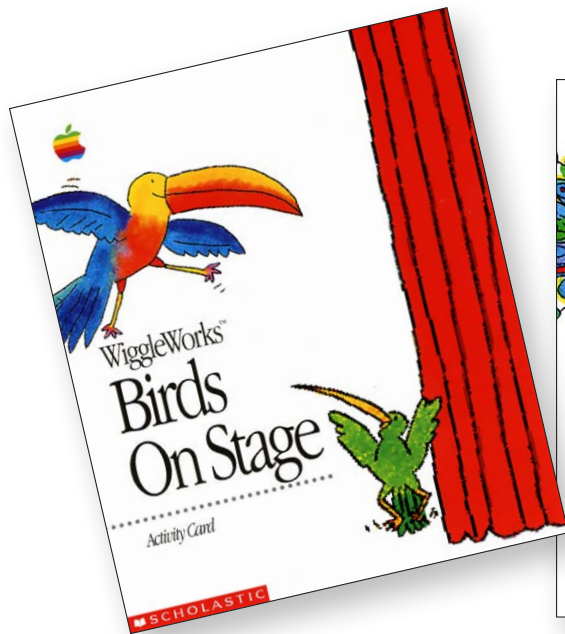
Electromagnetic Compatibility
Technology and Wireless



Electromagnetic Compatibility
Product Engineering



Interconnect Development
Engineering

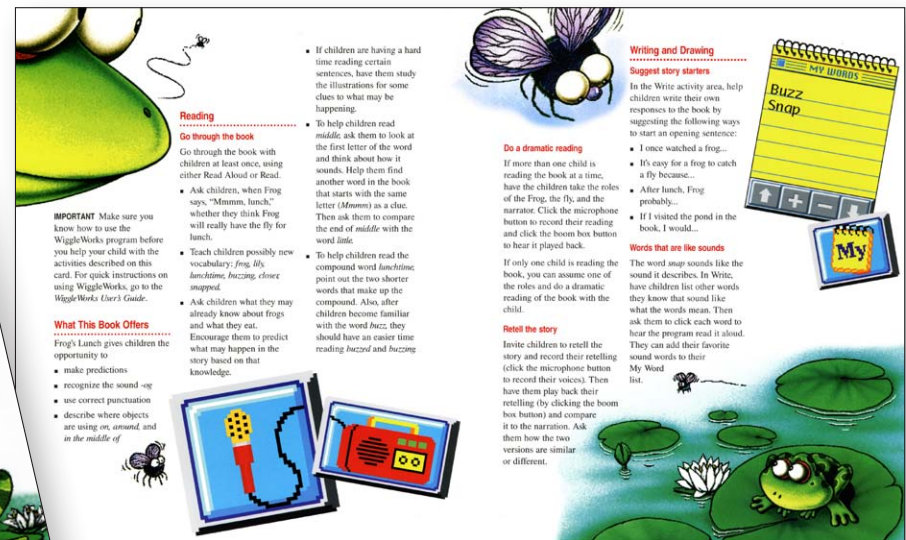
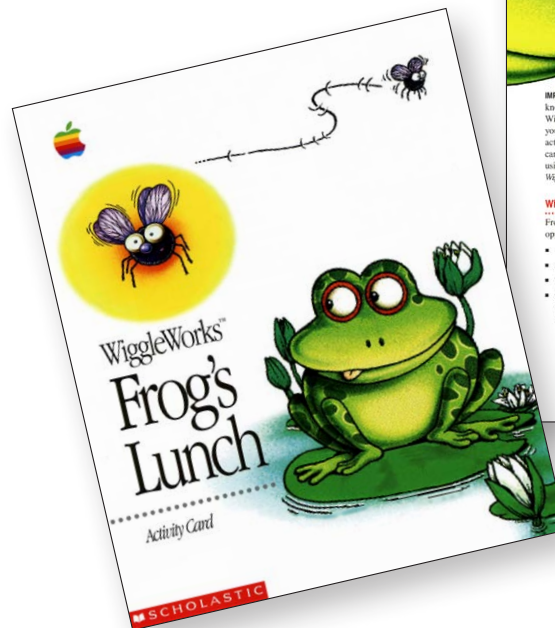


WiggleWorks

Activity Cards

Designed and formatted activity cards to accompany children's educational software.

- Size: 7.5" x 9" folded



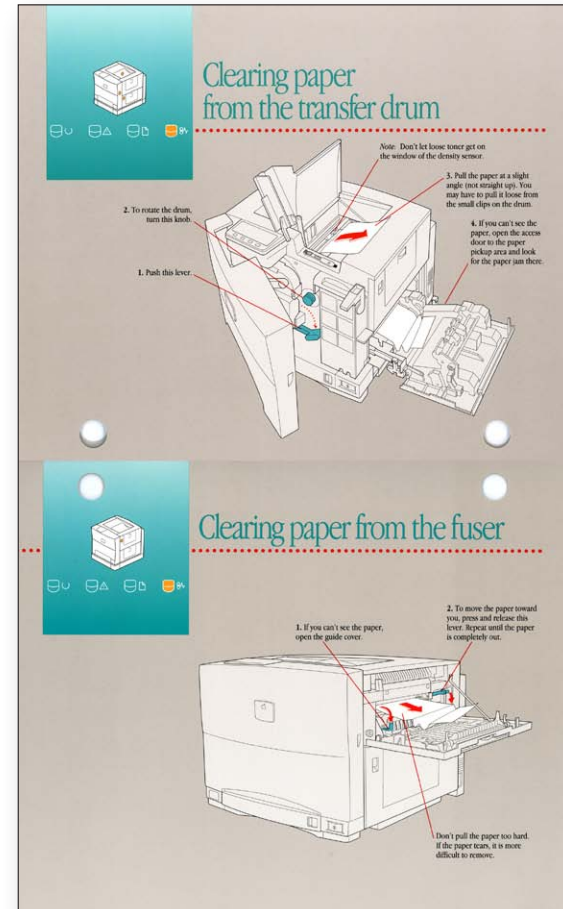
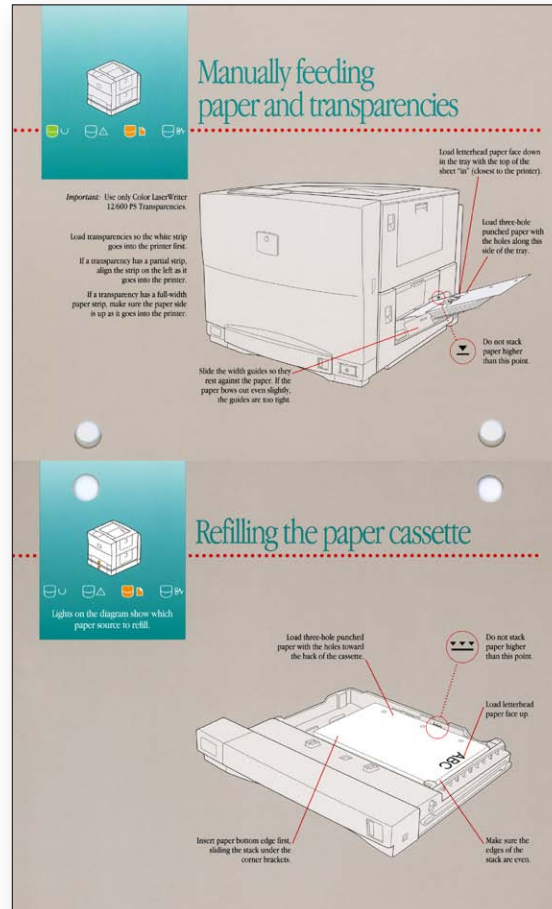
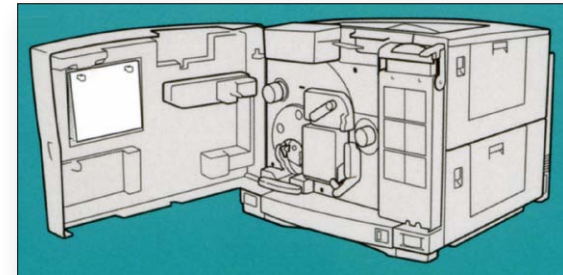
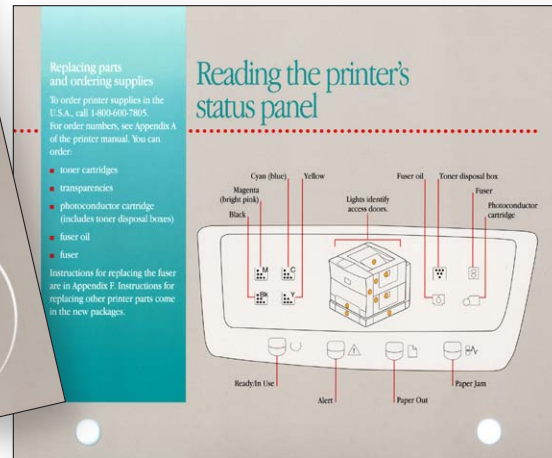


Apple Color LaserWriter Quick Reference

Designed this quick reference document to hang inside the printer door. It allowed for convenient access when troubleshooting.

- Reduced the preliminary 24-page draft to this simple and efficient 8-page design
- Placed icons in the illustrations at the top left of each page that mapped to the warning lights on the printer
- Directed the production of large illustrations with callouts that provided quick visual solutions to the user
- Size: 7.5" x 9"

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ab@ukally.com
www.ukally.com



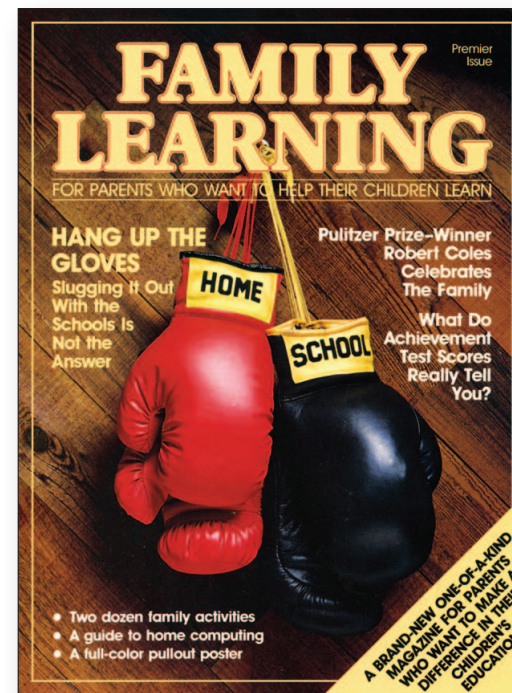
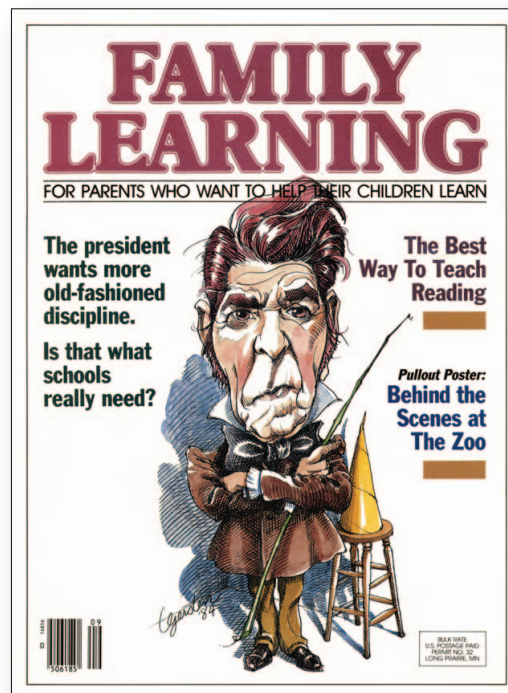
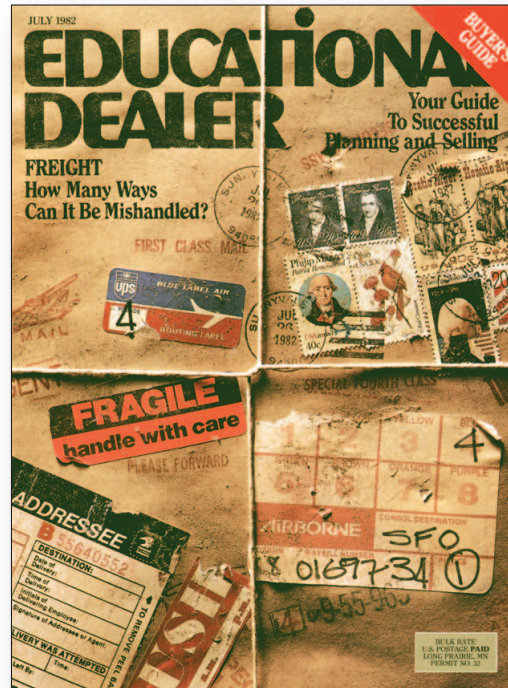
Magazine Covers

Learning Periodicals Group

Covers created for various magazines published by Learning Periodicals Group, a division of Pitman Publishing.

- Identified, hired, and managed a budget for outside illustrators and photographers
- Conceptualized imagery
- Sourced and created props
- Directed photography and illustration
- Reviewed color proofs

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ab@ukally.com
www.ukally.com



1 Penthouse Magazine

Review of the Ferrari 400.

2 Penthouse Magazine

Feature article about the massacre of British mercenaries during the Angolan war.

3 Penthouse Magazine

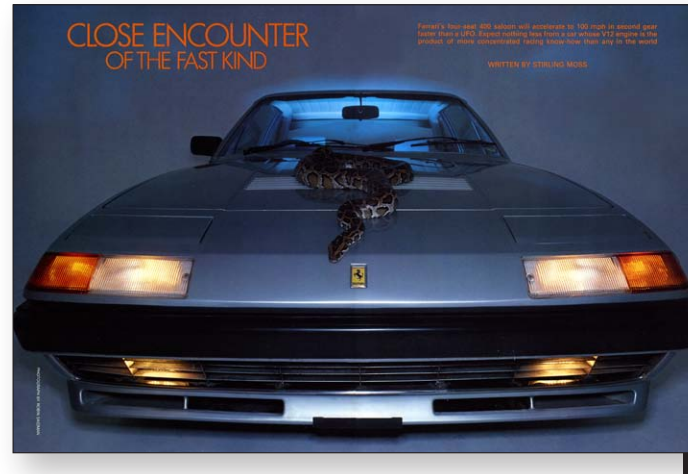
Feature article about the death of the British motorcycle industry.

4 Penthouse Magazine

Feature article about CIA activities in Jamaica.

5 Penthouse Magazine

Interview with Donald Woods, a South African anti-apartheid activist and friend of Stephen Biko.



1



2

Editorial

Feature Article Spreads

Double-page, opening spreads for feature articles in *Penthouse* magazine.

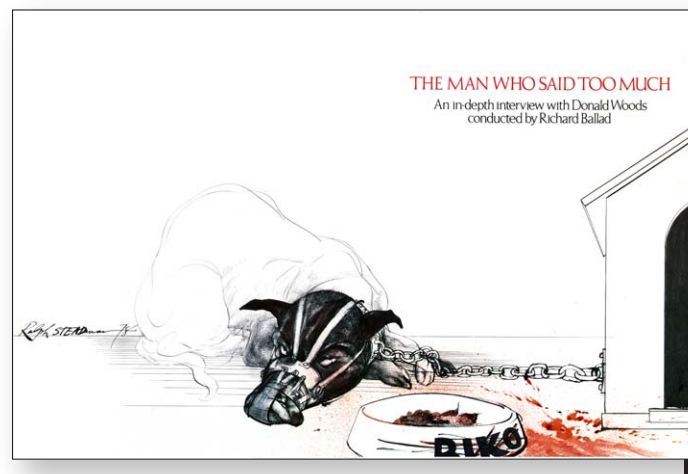
- Conceptualized imagery
- Identified, hired, and managed a budget for outside illustrators and photographers
- Sourced and created props
- Directed photography and illustration
- Reviewed color proofs



3



4



5

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ab@ukally.com
www.ukally.com

Posters

Learning Magazine

Designed comprehensive educational posters that were folded and inserted into the center of *Learning* magazine, on a monthly basis.

- Contributed to research efforts
- Identified, hired, and managed a budget for outside illustrators
- Directed illustrators
- Created line art
- Size: 20.5" x 30.75"

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ab@ukally.com

www.ukally.com

